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Wednesday, March 10, 1943

Subject: "CHEESE PICTURE FOR 1943" Information from Food Distribution Administration officials of the U. S. Department of Agriculture.

In wartime, food supplies for civilians change rapidly, so everyone on the home front needs to be ready to shift cooking and eating habits on short notice. Take cheese, for instance. Last summer you heard about the large stocks of cheese in this country and the need for eating more. Then, on the fifteenth of last month the Government issued an order about cheese, officially known as Food Distribution Order No. 15. This order requires manufacturers of American Cheddar cheese to set aside, for war use, half of the cheese they produce. Of course, this order means less cheese for civilians in 1943. Arthur C. Bartlett, special assistant to the Director of the Food Distribution Administration, explained this situation recently by saying: "Yes, we did have large stocks of cheese...so large, that some producers began to be afraid it was too much. Some of them even shut down their plants. But we knew that we were going to need all we could produce, and more. So we urged everybody to buy and eat cheese to keep production up -- to encourage the plants to keep right on producing. And now we're mighty glad we did."

At present here is the way the cheese situation looks for 1943. Assuming that the cheese makers come up to their production goals...and that the set-aside cheese order works according to plan....each civilian in this country should have 4 and a half to 5 pounds of cheese apiece this year. In 1942 the cheese eaten averaged less than 6 and a half pounds a person, except for cottage, baker's cheese and pot cheese. And that was the most cheese this country had ever eaten before. From that average of less than 6 a half the drop to 5 is not great. The

big cut will come in American Cheddar cheese -- the only cheese affected by the order. The estimates allow us only about 60 percent as much of this cheese for 1943 as we had in 1942. Although the order requires that manufacturers set aside 50 percent of their production this year, the order does not apply to all manufacturers -- only to those who have produced more than 8 thousand pounds of cheddar in any calendar month since January 1942. Then, too, the order does not affect supplies already on hand. Cheddar cheese is the most popular kind of cheese in this country -- makes up about 80 percent of all cheese produced in the United States. Other names for this cheese are American cheese, store cheese, sometimes rat-trap cheese or mouse cheese. You may have your own pet name for it. The order does not affect foreign cheeses like Swiss, Roquefort, Limberger, Camembert and the Italian types. If you don't know these cheeses, now is a good time to get acquainted with them.

You can easily understand why cheese ranks high on the list of essential wartime foods. Cheese is a highly concentrated food that gives you a lot of food values. Cheese contains the efficient kind of protein - like that found in meat. Cheese is one of the main foods for body-building too. Practically all American Cheddar cheese is made of whole milk, so has enough fat in it to make a good fuel food that "stays with you" -- keeps you from feeling hungry right away after a meal. Cheese rates high also in calcium -- the important mineral for bones and teeth. And cheese made from whole milk supplies Vitamin A. Also cheese has a considerable amount of riboflavin, another vitamin for health and normal growth. In fact, cheese made from whole milk contains almost all the food value of the milk itself--done up in a compact package with the liquid squeezed out. Although a little of the milk's value goes off in whey, for all practical purposes you can count one-third of a pound of cheese equal to one quart of fluid milk. Another thing-- Cheddar cheese has in its favor as a wartime food is its keeping

quality. It is a hard cheese...will stand long ocean voyages...extreme heat or cold does not harm it.

With greater and greater wartime demands on cheese and other protein foods everyone on the home front needs to get the most good out of the cheese available. So let's quit thinking of cheese as a tidbit....something to add to an already complete meal. Cheese is a food to build the meal around. Macaroni and cheese, Welsh rabbit, cheese souffle and cheese fondue are all nutritious main dishes. Waste no cheese. Use every bit of it. Cut off only as much as you need each time... then store the rest in a cold place tightly wrapped in paper or clean cloth. Use promptly before the cheese dries out. And here is another thing. Cheese is not "spoiled" because mold grows on it. Cut off the mold, and use the rest of the cheese. Now about cooking. Cheese is temperamental..if cooked improperly, it gets tough and leathery. Here are some simple cooking rules. Heat slowly until the fat in the cheese melts and blends in with other ingredients. Cook cheese at a low temperature -- over water or in a slow oven -- because of its protein. Whenever possible, combine cheese by first blending it into a sauce. For example, in making macaroni and cheese, you can melt the cheese, in a white sauce, then pour the sauce over the macaroni. Welsh rabbit won't curdle if you first mix the cheese into white sauce and then combine with the eggs. To speed up the melting and blending of cheese, break it, grate it, or slice it into small pieces.

Realizing the value of cheese in wartime diets, home economists of the U.S. Department of Agriculture have prepared a folder called "Cheese in Your Meals." The folder is full of recipes that show how to make a little cheese go a long way. If you want a copy, write a postcard to the U.S. Department of Agriculture, Washington, D. C. asking for the folder called "Cheese in your Meals."

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